

भारत सरकार
GOVERNMENT OF INDIA



लद्दाख का राजपत्र The Ladakh Gazette

एस.जी.-एल.डी.-अ.-22102023-1267
SG-LD-E-22102023-1267

असाधारण
EXTRAORDINARY
प्राधिकार से प्रकाशित
PUBLISHED BY AUTHORITY

लद्दाख, 22 अक्टूबर, 2023
LADAKH, SUNDAY, OCTOBER, 22, 2023

Part II - Section 3

केन्द्र-शासित प्रदेश लद्दाख प्रशासन
ADMINISTRATION OF UNION TERRITORY OF LADAKH

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NOTIFICATION

Subject: “Ladakh Homestay Policy 2023” for Promotion of ‘Rural/Border’ Tourism
Including Protected Areas (Wildlife Sanctuaries/Parks), UT of Ladakh.

The Tourism Department, Union Territory of Ladakh hereby notifies the revised ‘Homestay Policy’ for the UT under the nomenclature “Ladakh Homestay Policy 2023”, annexed herewith, for promotion of ‘Rural/Border’ tourism including protected areas (Wildlife Sanctuaries/Parks).

The revised policy shall be applicable for 5 years with effect from the financial year 2023-24.

Encl.: **As above.**

(Kacho Mehboob Ali Khan), IRS
Commissioner/Secretary,
Tourism and Culture Department,
UT Ladakh

No.: LA(Trm)/Homestay/2023/(53)/ 3748-55

Dated: 22.10.2023

PREAMBLE
Ladakh Homestay Policy 2023
(For promotion of Rural & Border Tourism)

The Administration of Union Territory of Ladakh hereby notifies the revised “Ladakh Homestay Policy 2023” to strengthen the rural economy by promoting responsible and sustainable tourism in the Union Territory of Ladakh. The revised policy is drafted based on feedback and inputs from the stakeholders on the earlier Homestay Policy issued in 2020.

The policy will be implemented outside the protected areas by the Department of Tourism, Administration of Union Territory of Ladakh, and in the “Protected Areas” (i.e. Changthang Wildlife Sanctuary, Karakorum Wildlife Sanctuary, & Hemis National Park) by the Department of Wildlife Protection, Administration of Union Territory of Ladakh.

The Ladakh Homestay Policy 2023 is designed to boost tourism in the rural and border areas of Ladakh. It further envisages harnessing the vast untapped rural tourism potential of Ladakh, so that its benefit reaches out directly to the rural communities. The policy represents our commitment to preserving the essence of the Union Territory of Ladakh, while fostering responsible and sustainable tourism practices.

To incentivize and support the development of homestays, the Ladakh Homestay Policy 2023 offers a range of benefits for local communities including:

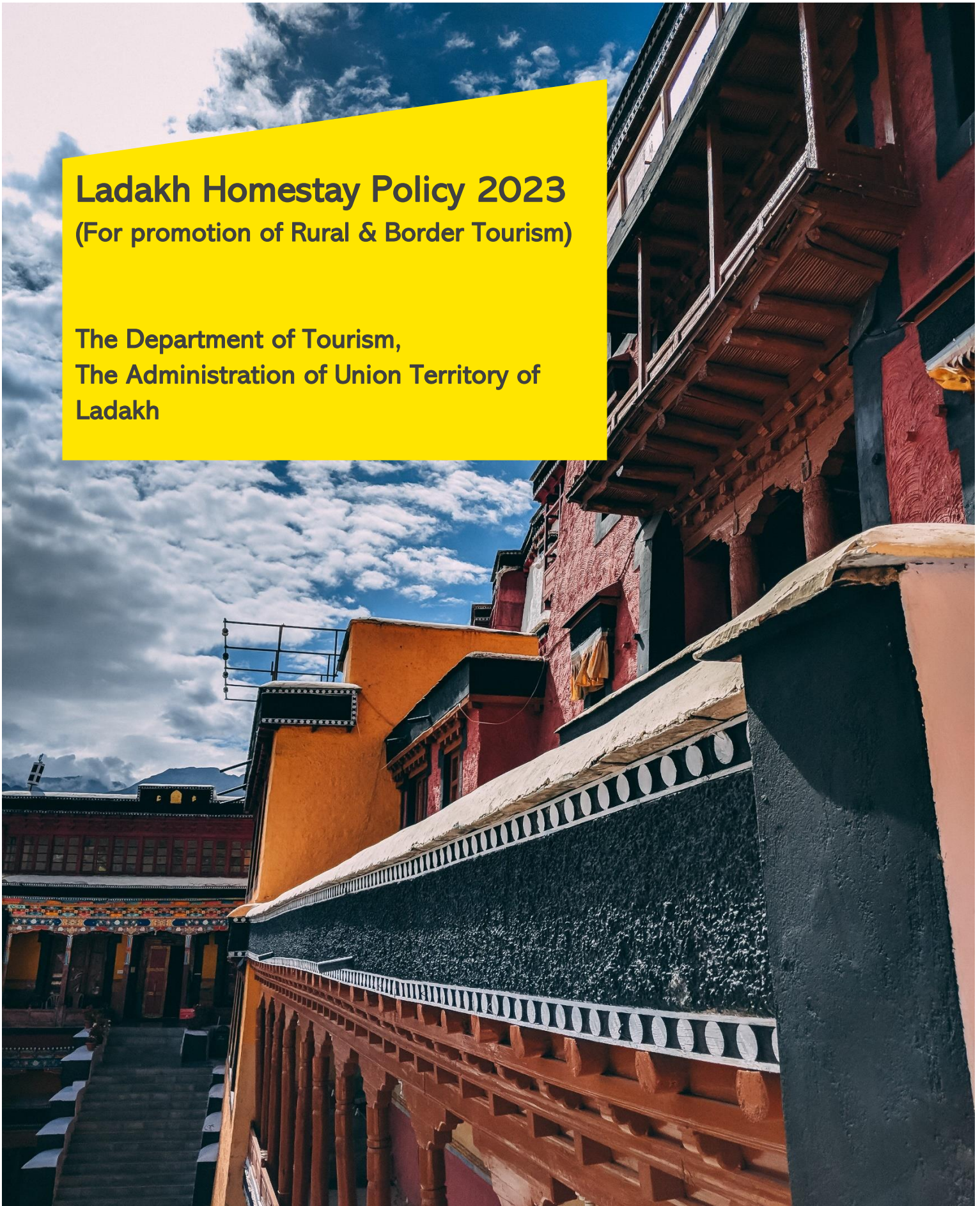
1. Economic Empowerment
2. Environmental Responsibility
3. Cultural Exchange
4. Community Development

The Ladakh Homestay Policy 2023 will remain valid for five (5) years from the year of its notification. Through this policy the Administration of Union Territory of Ladakh endeavors to empower local communities by providing financial assistance, skill development and marketing support, to develop an ecosystem of traditional Ladakhi homestay experiences across the rural and border areas of Ladakh.

Ladakh Homestay Policy 2023

(For promotion of Rural & Border Tourism)

**The Department of Tourism,
The Administration of Union Territory of
Ladakh**



1. BACKGROUND

Homestays in Ladakh are arguably as old as Ladakhi culture itself. For centuries, traditional Ladakhi culture involved trading. Men from each village would leave for periods of time during the winter to trade goods, and during their travels they would take food and rest each night in the homes of various villagers along the way. Thus, when Ladakh first opened for tourism in 1974 and few guest houses or hotels existed to accommodate tourists, Ladakhi's took these foreign travelers into their homes.

Before any formalized efforts came into existence, there prevailed intense episodes of human-wildlife conflict and largely unregulated tourism. Given such a context, the Department of Wildlife Protection and the Department of Tourism, UT Ladakh responded by carrying out micro-level planning and developing systems to regulate tourism, especially in biodiversity-rich areas. As part of these exercises, the Departments started collaborating with villagers to develop homestays and other ecotourism facilities using sustainable and renewable energy-based technologies.

2. HOMESTAY INITIATIVES

(By the Department of Wildlife Protection and the Department of Tourism, Union Territory of Ladakh)

In 2006, the Department of Wildlife Protection initiated its Homestay Programme in Hemis National Park. In 2012, the Department of Tourism initiated its Homestay Programme in most of the villages of Leh district. The initiative was an innovative one with multipronged objectives, broadly listed as below:

- Empowerment of the local communities residing in and around key biodiversity areas.
- Promoting a sustainable model of tourism inspired by the local way of life and by utilizing existing infrastructure.
- Encouraging equitable distribution of benefits among communities.
- Promoting a model of low-impact & high-value tourism in Ladakh.
- Bringing the traditional Ladakhi culture and sustainable way of life to the fore.
- Promoting renewable energy-based tourism in Ladakh.

Homestays offer the guests a unique opportunity to experience the traditional culture of Ladakh, while ensuring a fair return of benefits to the local community. By putting tourists in the homes of villagers and elevating the standards of experience of their stay, the programme has created ecologically sensitive tourism that ensures that the benefits are shared with the community directly. It has also been instrumental in transforming the local perception of Snow Leopards and other wildlife from being threats to an asset that attracts travelers and provides economic opportunities.

Given the focus of the Government of India on Rural and Border tourism and the requirement of tourism infrastructure in the Rural and Border areas of Ladakh, the Administration of Union Territory of Ladakh is planning to establish 10,000 homestays over the next 5 years. Out of the 10,000 proposed homestays, the Department of Wildlife Protection is incentivizing 5,000 homestays within the protected areas (Wildlife Sanctuary/Park/Reserve). Remaining 5,000 homestays will be established outside the protected areas by the Department of Tourism through incentives and skill development. For promoting Rural/Border tourism, the Administration of Union Territory of Ladakh has removed the requirement of permit for restricted areas for the domestic tourist.

Based on such continued efforts under the Homestay Initiative by the Department of Wildlife Protection, below is a map depicting the spread of such homestays in eco-sensitive biodiversity areas of Ladakh.



Image: Map of Homestay Distribution in Ladakh by the Department of Wildlife Protection

3. VISION

To promote an ecologically sustainable, culturally responsible & regenerative tourism experience through homestays in Rural and Border areas as the core of tourism in Ladakh to boost the local rural economy.

4. MISSION

To empower the local communities through fiscal/non-fiscal incentives, skill development and marketing support to develop an ecosystem of traditional Ladakhi accommodations across the Rural and Border areas of Ladakh.

5. VALIDITY

The Ladakh Homestay Policy 2023 will remain valid for five (5) years, from the year of its notification. For the purpose of incentive disbursal, all existing and new homestays started/expanded during this period, will be permitted, subject to the fulfilment of qualifying eligibility.

6. HOMESTAY – DEFINITION

Any private house located in the rural areas of the Union Territory of Ladakh with neat, clean and safe approach, in good structural condition and with winter friendly flush toilet and washroom facility will be eligible under the policy. The house must have minimum one room accommodation, subject to a maximum of six rooms with winter friendly flush toilet and bathroom facility, which will be made available to the tourists as a homestay accommodation.

7. HOMESTAY INCENTIVE – QUALIFYING ELIGIBILITY

- The homestay must be located outside the municipal limit of Leh and Kargil, and within the village boundaries.
- Already operational homestays and new homestays started/expanded during the operative policy period.
- Minimum one room accommodation, subject to a maximum of six rooms with winter friendly flush toilet & bathroom facility.
- Winter friendly flush toilet and bathroom for bathing purpose is a mandatory requirement in the homestay.
- Preference to homestays with traditional Ladakhi architecture.
- The homestay owner should be a resident of Ladakh and have the land registered in his/her name.
- The building owner and his family shall be the resident of the same village and preferably reside in the same premise.
- The property should not be under dispute.
- One trained family member shall be always available for guests.
- The surrounding areas should be hygienic and safe for tourists.
- The homestay shall preferably be located at a potential tourist area.
- The property must only be listed as a 'Homestay' or 'Bed & Breakfast (B&B)' on the Online Travel Portals.
- Homestay area to be fully protected from the presence of stray/ feral dogs.

8. HOW TO APPLY

The Department of Tourism, Administration of Union Territory of Ladakh will invite applications from the residents of Ladakh through the office of Assistant Director (Tourism), Leh and Kargil. The eligible applicant can apply in the given format (Annexure 1) for availing incentives and benefits under the Ladakh Homestay Policy 2023 to the respective authority [i.e. Assistant Director (Tourism), Leh and Kargil]. Until the facility for

submission of application is made online, eligible applicants should submit the application and supporting documents in physical format/hardcopy.

9. SELECTION OF THE HOMESTAY BENEFICIARIES

Selection of homestay units will be done by 'Committees' constituted at various levels based on the criteria enumerated in this policy. Education, professional background of the applicant & family members, employment status, etc., with preference to households with no employed member will be considered objectively. Preference will be given if the owner of the homestay is an ex-serviceman or an ex-Agniveer and if it lies in within a residential cluster.

10. SELECTION COMMITTEES

There shall be Committees at various levels to identify the homestay beneficiaries, which will recommend the list/details of qualified beneficiaries to the Department of Tourism, Administration of Union Territory of Ladakh. The composition of the Committees will be as under:

S. No.	Committee	Functions	Committee Members
1.	Field Level Physical Verification Committee	The Department of Tourism will forward the applications received to the respective 'Field Level Physical Verification Committee', which will do the physical verification of the homestay, including the overall assessment and photography. It will also assess the alignment of the project to the vision and objective of the policy. The 'Field Level Physical Verification Committee', after verification will send the qualified applications to the 'District Level Committee' for further action.	The 'Field Level Physical Verification Committee' shall comprise of the following: <ol style="list-style-type: none"> 1. Representative of the Department of Tourism in the District 2. Representative of the Department of Rural Development 3. Panchayat Members/Village Elders 4. Concerned SDM or Nominee Official
2.	District Level Committee	The qualified applications received from the 'Field Level Physical Verification Committee' will be considered by the 'District Level Committee'.	The 'District Level Committee' shall comprise of the following: <ol style="list-style-type: none"> 1. Assistant Director (Tourism), Leh/Kargil – Chairperson 2. Representative of the Department of Revenue – Member 3. Representative of the Department of Rural Development – Member 4. The Concerned Councilors of LAHDC
3.	UT Level Selection Committee	Selection of the Ladakh Homestay Policy 2023 beneficiaries will be based on the recommendations of the 'District Level Committee'.	The 'UT Level Selection Committee' shall comprise of the following: <ol style="list-style-type: none"> 1. Director (Tourism), UT Ladakh – Chairperson 2. Assistant Commissioner (Development), Leh/Kargil – Member

			3. Sub-Divisional Magistrate of the Concerned Area – Member
4.	Technical Monitoring Committee	The 'Technical Monitoring Committee' will evaluate the appropriate utilization of non-fiscal and fiscal incentive disbursed (40% of the estimated cost of construction of flush toilet or INR 50,000/-, whichever is less). Only upon satisfactory evaluation and issuance of completion certificate/relevant affidavits, the applicant will be issued the 'Proof of Listing' and be considered for reimbursement of the balance fiscal incentive.	The 'Technical Monitoring Committee' shall comprise of the following: <ol style="list-style-type: none"> 1. Junior Engineer, Concerned Development Authority 2. Representative of the Assistant Director (Tourism), Leh/Kargil 3. Panchayat Members/Village Elders

The matter on which the Committees are unable to take any decision shall be referred to the Commissioner/Secretary, Tourism Department, UT Ladakh. The Committees can co-opt any expert or any NGO with sector specific expertise for suggestions or guidance.

11. POST OPERATIONAL INSPECTION

The applicant will have to inform the Department of Tourism, Administration of Union Territory of Ladakh upon completion of the project (within a period of 60 days from the date of receipt of the fiscal/non-fiscal incentive) about its operational status. Post receipt of the information/documents regarding project commencement, authorized representative of the Department of Tourism, Administration of Union Territory of Ladakh will carry out inspections every year (for next 5 years) of the homestay along with the applicant. The team will make on-spot inspection of the homestay and submit the duly signed 'Inspection Report' to the Department of Tourism, Administration of Union Territory of Ladakh.

12. INCENTIVES

12.1 Non-Fiscal Incentive

As part of the homestay packages, the beneficiary households will be provided with a kit that aids in setting up of the homestay. It includes the following indicative items:

S. No.	Indicative Items	Product Specifications
1.	Mattress (02 Nos)	<ul style="list-style-type: none"> ➤ Dimension (Length x Width x Thickness): 6.5 x 3 x 0.5 Feet ➤ Type: Memory Foam ➤ Weight: 10-15 Kg
2.	Quilt (02 Nos)	<ul style="list-style-type: none"> ➤ Color: White ➤ Pattern: Solid ➤ Dimension (Length x Width): 90 x 60 Inch ➤ Size: Standard Single Bed ➤ GSM: 300 ➤ Weight: 6-8 Kg
3.	Quilt Cover (04 Nos)	<ul style="list-style-type: none"> ➤ Color: White ➤ Pattern: Solid ➤ Dimension (Length x Width): 95 x 65 Inch ➤ Material: Cotton

4.	Bed Sheet (04 Nos)	<ul style="list-style-type: none"> ➤ Color: White ➤ Pattern: Solid ➤ Material: Cotton ➤ Size: Standard Single Bed ➤ Dimension (Length x Width): 90 x 60 Inch
5.	Curtain Cloth (15 Mt.)	<ul style="list-style-type: none"> ➤ GSM: 150-200 ➤ Material: Jacquard ➤ Wash Care: Dry-clean
6.	Pillow (02 Nos)	<ul style="list-style-type: none"> ➤ Color: White ➤ Pattern: Solid ➤ Filling Material: Memory Foam ➤ Type: Memory Foam ➤ Dimension (Length x Width): 24 x 16 Inch ➤ High Density of 35 Memory Foam
7.	Pillow Cover (04 Nos)	<ul style="list-style-type: none"> ➤ Color: White ➤ Pattern: Solid ➤ Shape: Rectangular ➤ Material: Cotton ➤ Dimension (Length x Width): 27 x 18 Inch
8.	Blanket (02 Nos)	<ul style="list-style-type: none"> ➤ Weight: 2 KG above ➤ Size: Standard Single Bed ➤ Type: Mink Blanket
9.	Bath Towels (06 Nos) (To be changed everyday)	<ul style="list-style-type: none"> ➤ Weight: 600 GSM ➤ Material: Cotton ➤ Color: White ➤ Pattern: Solid ➤ Size: 150 x 72 Cm
10.	Hand Towels (06 Nos) (To be changed everyday)	<ul style="list-style-type: none"> ➤ Weight: 600 GSM ➤ Material: Cotton ➤ Color: White ➤ Pattern: Solid ➤ Size: 65 x 40 Cm
11.	Floor to Floor Carpet (Average room size mapped at 12 Ft x 14 Ft) for the purpose of procurement)	<ul style="list-style-type: none"> ➤ Material: Loop Pile ➤ Pattern: Solid ➤ Size: (Length x Width): Floor to Floor ➤ Usage/Application: Floor
12.	Door Mat (01)	<ul style="list-style-type: none"> ➤ Material: Loop Pile ➤ Dimension: 40 x 60 Cm ➤ Thickness: 23 Mm ➤ Weight: 2 Kg ➤ Pattern: Solid
13.	Wooden Beds (02 Nos)	<ul style="list-style-type: none"> ➤ Size: Standard Single Bed ➤ Material: Good Quality Wooden Bed ➤ Dimensions (Length x Width x Height): 6.5 x 3 x 2 Feet ➤ Storage Availability: Without Storage
14.	Water Purifier (01 Nos)	<ul style="list-style-type: none"> ➤ Capacity: 20 Lt. ➤ Material: Plastic ➤ Purifying Technology: Gravity based water purification

15.	Dinner Set (01 Nos)	<ul style="list-style-type: none"> ➤ Material: Ceramic ➤ 44 Pieces
16.	Cutlery Set (01 Nos)	<ul style="list-style-type: none"> ➤ Material: Stainless Steel ➤ Color: Silver ➤ Special Feature: Rust Resistant ➤ 24 Pieces
17.	Premium Water Glass Set of 12 with Jug (01 Nos)	<ul style="list-style-type: none"> ➤ Material: Glass ➤ Color: Transparent ➤ Special Feature: Freezer Safe, Scratch Resistant ➤ Capacity: Jug of 1300 ml and Glass of 300 ml ➤ Package Includes: 1 Jug & 12 pcs of Glass
18.	Casserole Set (01 Nos)	<ul style="list-style-type: none"> ➤ Material: Plastic outside, Stainless steel inside ➤ Package Includes: 3 Casseroles with lid ➤ Capacity: 500 ml, 1000 ml, 1500 ml (one each)
19.	Thermos (02 Nos)	<ul style="list-style-type: none"> ➤ Material: Stainless Steel ➤ Capacity: 2 Lt.
20.	Solar Water Heater (01 Nos)	<ul style="list-style-type: none"> ➤ Capacity: 200 LPD ➤ Product Type: Storage ➤ Number of Tubes:10
21.	Solar Lantern (01 Nos)	<ul style="list-style-type: none"> ➤ Power: 3.7 Watt ➤ Battery Capacity: 2200 mAh
22.	Solar Cooker (01 Nos)	<ul style="list-style-type: none"> ➤ Capacity: 4 Jars ➤ Material: Aluminum & Glass ➤ Shape: Rectangular ➤ Power Source: Solar ➤ Weight: 45 Kg
23.	Washing Machine (01 Nos)	<ul style="list-style-type: none"> ➤ Semi-Automatic, 8 KG ➤ 5 Star, Wind Jet Dry with top load ➤ Installation Type: Free Standing ➤ Form Factor: Stand alone ➤ Certification: Energy Star ➤ Material: Plastic ➤ Included Components:1 unit of machine, 1 unit of drain hose, 1 unit of user manual, 1unit QRG
24.	Wooden Luggage Rack (01 Nos)	<ul style="list-style-type: none"> ➤ Material: Wood ➤ Color: Solid ➤ Holding Strength: Up to 40 Kg ➤ Dimensions (Length x Width x Height): 26.7 x 16.9 x 26.7 Inch
25.	Cloth Hangar (01 Nos)	<ul style="list-style-type: none"> ➤ Material: Metal ➤ Finish Type: Powder Coated ➤ Recommended Use: Coats, Bags, Umbrella, Hats, Clothes ➤ Holding Capacity: 35 Kg ➤ Dimensions (Height x Width): 68 x 16 Inch
26.	Dustbin (01 Nos)	<ul style="list-style-type: none"> ➤ Material: Plastic ➤ Capacity: 19 Lt. ➤ Type: Side by side double compartment for dry & wet waste with foot pedal and lid

27.	Framed Certificate (01 Nos)	<ul style="list-style-type: none"> ➤ Material: Wooden ➤ Dimensions (Length x Width): 8.5 x 11 Inch ➤ Frame Color: Black
28.	Signboard (01 Nos)	<ul style="list-style-type: none"> ➤ Board Dimension (Length x Width): 5 x 3 Feet ➤ Material: Iron ➤ Operating Temperature: -10 to +50 Degree C ➤ Usage: Wall/roof hanging

* The abovementioned non-fiscal incentives will be capped at INR 1,25,000/-. The non-fiscal incentive will be handed over/disbursed to the homestay owner, on production of 'Proof of Listing' (Annexure 3) with the Concerned AD (Tourism), the mandatory training certificate and evaluation report of the 'Technical Monitoring Committee'.

12.2 Fiscal Incentive towards the Construction of Winter Friendly Flush Toilet

While Ladakhi houses have traditional dry toilets, it has been assessed through community and trade feedback that the tourists prefer flush toilets. To ensure increased overnight stay of tourists in Ladakhi homestays and making Ladakh an all-season tourist destination, the availability of winter friendly flush toilets is made a mandatory requirement for a homestay.

The Department of Tourism, Administration of Union Territory of Ladakh has developed a model design for a winter friendly flush toilet in a homestay*. As per the Ladakh Homestay Policy 2023, the eligible applicants will be given fiscal incentive of 75% of the cost of construction of winter friendly flush toilet, subject to a limit of INR 1,25,000/-

Homestays that have already availed the non-fiscal incentive earlier will also be eligible for availing the fiscal incentive for the construction of winter friendly flush toilet, provided they are operational and fulfil all the eligibility, and other terms & conditions of the Ladakh Homestay Policy 2023. For availing the fiscal incentive, the eligible applicant will follow the model design and its elements for the construction of the winter friendly flush toilet. Also, an eligible applicant can avail the incentives (fiscal and non-fiscal) only once.

1. Beneficiaries who have already availed non-fiscal incentive under the Homestay Policy 2020 and have a functioning winter friendly flush toilet available for the homestay operations, which does not require upgradation will not be eligible for any fiscal incentive under the Ladakh Homestay Policy 2023.
2. Beneficiaries who have already availed non-fiscal incentive under the Homestay Policy 2020 and have a functioning toilet, that requires upgradation to the winter friendly flush toilet as per the model design will be eligible for the fiscal incentive of up to 75% of the cost of upgradation of existing toilet facility to the winter friendly flush toilet as per the model design, subject to a limit of INR 1,00,000/-.

***Note:** The model design and its elements for the construction of the winter friendly flush toilet is enclosed as Annexure 6.

The eligible fiscal incentive towards the construction of winter friendly flush toilet to the beneficiaries will be transferred directly into their Aadhaar seeded bank account, as per the schedule given below:

S. No.	New Beneficiaries (Under the Ladakh Homestay Policy 2023)	Beneficiaries of Homestay Policy 2020 who wish to upgrade the toilet to the winter friendly flush toilet (As per the model design)	Remarks
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1.	Upfront cash transfer of 40% of the eligible component towards the construction of winter friendly flush toilet (as per the model design).	Upfront cash transfer of 40% of the eligible component towards the cost of upgradation of existing toilet facility to the winter friendly flush toilet (as per the model design).	Eligible applications, accompanied by all supporting documents and evaluation report of the 'Technical Monitoring Committee' shall be assessed and considered before disbursal.
2.	Reimbursement of remaining 60% of the eligible component towards the construction of winter friendly flush toilet (as per the model design).	Reimbursement of remaining 60% of the eligible component towards the cost of upgradation of existing toilet facility to the winter friendly flush toilet (as per the model design).	To be made after the receipt of evaluation report of the 'Technical Monitoring Committee' and issuance of completion certificate/ relevant affidavits/ photographs.
-	Incentive disbursal will not exceed INR 1,25,000/-	Incentive disbursal will not exceed INR 1,00,000/-	-

12.3 Fiscal Incentive for Common Household Furnishings

To encourage households to setup traditional homestays in Ladakh, new applications under the Ladakh Homestay Policy 2023 will be eligible for upfront cash benefit of INR 50,000/- towards repair & maintenance common household furniture, fixtures, kitchen utensils, furnishings, etc., which will elevate the overall experience of the homestays. The incentive should mandatorily be utilized towards the said purpose, and the 'Technical Monitoring Committee' will do the required verification and evaluation, check the invoices for expenses incurred and submit the compliance report. The proposed fiscal incentive towards will be transferred directly into the Aadhaar seeded bank account of the beneficiary.

Beneficiaries who have availed non-fiscal incentive and have established the homestay under the Homestay Policy 2020 will not be eligible for this incentive.

12.4 Training

Under the Ladakh Homestay Policy 2023, emphasis is laid on skill development, capacity building, product development and marketing of the households. This will help in augmenting the income/earning of the homestays. This will be undertaken by providing the following trainings:

Hospitality Training	<ul style="list-style-type: none"> ➤ Includes culinary training, housekeeping, language proficiency, etc. ➤ Soft skills training and behavior training for guest interaction ➤ Basic first aid training ➤ Training on eco-friendly, responsible and sustainable practices of tourism
Training for Eco-Guides for the Local Youth	<ul style="list-style-type: none"> ➤ Includes wildlife safari guides, mountaineering guides, heritage guides, spiritual guides, etc. ➤ Training on eco-friendly, responsible and sustainable practices of tourism
Product Development and Marketing	<ul style="list-style-type: none"> ➤ Marketing through social media and booking sites, dedicated website, etc. ➤ Organization of festivals like bird watching festivals, wildlife sighting treks etc. where the participants/visitors will be encouraged to stay in homestays ➤ Online market linkage training to be able to sell their homestays ➤ Educating them about the local heritage and the history to bring out a good tourist experience and product development

All eligible applicants on successful completion of the above-mentioned trainings will be issued a 'Training Certificate' by the Competent Authority, which needs to be mandatorily displayed at the homestay.

12.5 Best Homestay Awards

The Department of Tourism will reward (appreciation letter with cash) eligible homestays listed under the Ladakh Homestay Policy 2023 to encourage professionally run homestays and to recognize their contribution in setting a benchmark for homestay operations in Ladakh. This will be given every year during the operative period of the policy and will be categorized at Sub-Division level for each District.

S. No.	Award	Description	Incentive
1.	Best Homestays in Leh District (One award every year for each Sub-Division under Leh District i.e. Khaltsi, Nubra, Kharu, Nyoma, Durbuk and Likir)	Awards based on the following parameters: 1. Occupancy achieved in the calendar year 2. Implementation of eco-friendly, responsible and sustainable practices like use of solar energy, minimum to no utilization of fossil fuels, etc.	Appreciation Letter + INR 10,000
2.	Best Homestays in Kargil District (One award every year for each Sub-Division under Kargil District i.e. Drass, Shakar-Chiktan, Sankoo and Zanskar)	3. Retention and propagation of Ladakhi culture, architecture, cuisine and lifestyle, as part of the homestay experience 4. Guest feedback and testimonials (feedback form attached as Annexure 5)	Appreciation Letter + INR 10,000

The Department will frame a mechanism to assess the homestays on the 'defined parameters' and based on overall performance of the homestay will select the homestay for reward, following a transparent process. The process and other relevant provisions for selection of awardees will be notified in due course.

12.6 Homestay Badges

Ladakh is renowned for its picturesque landscapes, rich cultural heritage, and warm hospitality. The support provided by the Department of Tourism, Administration of Union Territory of Ladakh to the local communities for establishing homestays is targeted not only to provide visitors with authentic Ladakhi experience but also contribute significantly to the local economy, empowerment of the local community and safeguard natural resources at Ladakh's pristine destinations.

To further enhance the performance and quality of homestays, implementation of 'Homestay Badges' is proposed. These badges will be awarded based on specific criteria, considering factors such as energy efficiency, cultural ambiance, hospitality habits, local cuisine, tourist education, environmental sustainability, setting examples for others, non-littering the area, no dropping of discarded items, preservation of traditional architecture, sustainable sourcing of materials, and appreciation for local wildlife and flora.

The Department will frame a mechanism to award the 'Homestays Badges' on the 'defined parameters' across each identified category of badge and based on overall performance of the homestay will select the homestay for badges, following a transparent process. The process and other relevant provisions for selection of homestay beneficiaries for badges will be notified in due course.

13. SNAPSHOT OF INCENTIVES

The proposed incentives under the Ladakh Homestay Policy 2023 will be disbursed as per the following matrix to beneficiaries:

S. No.	Type of Beneficiary	Non-Fiscal Incentive	Fiscal Incentive towards the Construction of Winter Friendly Flush Toilet	Fiscal Incentive for Common Household Furnishings	Training	Best Homestay Awards	Homestay Badges
1.	New Beneficiaries (Under Ladakh Homestay Policy 2023)	Yes	Yes	Yes	Yes	Yes	Yes
2.	Existing Beneficiaries (Under Homestay Policy 2020)	No	Yes (Only for upgradation)	No	Yes	Yes	Yes

14. RESPONSIBILITY OF THE HOMESTAY OWNER

Every eligible homestay owner shall get listed with the Department of Tourism, Administration of Union Territory of Ladakh and adhere to the guidelines, terms & conditions under the Ladakh Homestay Policy 2023.

A list of non-exhaustive do's & don'ts of the homestay owners are listed below:

- The homestay should be operational for a minimum period of 5 years, after availing incentive under the Ladakh Homestay Policy 2020 & Ladakh Homestay Policy 2023. If not, the unit/unit owner will be delisted and blacklisted for any future incentive from the Department of Tourism, Administration of Union Territory of Ladakh and will be suitably penalized/cost of the non-fiscal and fiscal incentive may be recovered for not following the prescribed terms & conditions.
- The owner of the homestay unit shall always maintain the optimum standards of cleanliness, sanitation, quality of food, and other operational facilities for satisfactory visitor experience.
- The homestay should have garbage/waste disposal facilities, as per the acceptable norms of the Competent Authority. The boards should read "Drop discarded items in dustbins only".
- In case of unhygienic conditions, unruly behavior, malpractices and failure to maintain the required quality standards, etc. as enumerated in the Ladakh Homestay Policy 2023, the listing of the homestay unit shall be cancelled after giving a reasonable opportunity to the owner. The cancellation shall be done by the concerned District Tourist Officer.
- The homestay owner shall maintain a register for letting out rooms to the tourists, which can be periodically inspected by the concerned District Tourism Officer.
- The homestay owner shall maintain a bill book/ homestay pad for issuing the bills to the tourists, with signature and stamp.
- The homestay owner shall display the 'Proof of Listing' issued by the Department of Tourism, Administration of Union Territory of Ladakh at the reception/entry area.
- A 'Homestay Signboard' should be placed at the access/entry point, clearly mentioning the name of the homestay, complete address, contact details, and emergency services contact numbers.
- There should be provision of meals as per the American Plan. It is recommended and encouraged to provide/integrate traditional Ladakhi cuisines in the food options, which should be fresh and hygienic.
- The homestay owners are encouraged to adhere to traditional Ladakhi style structures and interiors.

- The homestay owners are encouraged to interact with visitors to raise their awareness about the environment and culture, and orient them towards responsible behavior, and help them take informed actions.
- The homestay owners shall place resource materials in rooms and common areas for engagement and awareness of the tourists and enrich their experience.
- The homestay owners are encouraged to invite guests to be part of their daily routine to provide a taste of a typical Ladakhi lifestyle. It may include, but not limited to, family sing song/dance sessions, plucking vegetables from the farms, cattle grazing, heritage walks, nearby excursions, village farming, village cooking, community engagement, etc.
- The homestay owners are expected to mandatorily take the feedback from all the visitors as per the 'Guest Feedback Form', enclosed as Annexure 5.

15. RESPONSIBILITY OF THE TRAVEL & TOUR OPERATORS

The tour operators will be encouraged to curate new itineraries in collaboration with homestays, as an integral part of the Ladakh experience. A hand-in-hand approach of developing homestays across the rural and border areas of Ladakh will be well complimented by promoting travel itineraries, which facilitates an equitable distribution of room occupancy across the length and breadth of Ladakh.

16. HOMESTAY FEEDBACK MECHANISM

The Department of Tourism, Administration of Union Territory of Ladakh will create a robust feedback mechanism to gain visitor feedback and make efforts to continuously improve the homestay operations.

Note: The Department of Tourism, Administration of Union Territory of Ladakh reserves the right to modify the guidelines/ terms & conditions of the Ladakh Homestay Policy 2023 from time to time, as deem appropriate.

ANNEXURE 1
Application Form
 (Listing of Eligible Homestay Units)

Applicant's
Photograph

1. Details of the Applicant:

1.1	Name of the Applicant (BLOCK LETTERS)	
1.2	Father's/Husband's Name	
1.3	Sex (Male/Female)	
1.4	National Government ID:	Voters ID No. Pan Card No. Aadhar Card No. (Mandatory)
1.5	Complete Address (With House No./Street Name, Post Office, Police Station, District, PIN)	House No./Street Name Village/Town Post Office Police Station District PIN
1.6	Educational Qualification	
1.7	Professional Certification, if any (Certificate/Diploma/Degree)	

2. Incentive received under the Homestay Policy 2020, if applicable:

2.1	Did anyone in the household receive incentive under the Homestay Policy 2020?	Yes/No If Yes, Name of the Beneficiary Is Yes, Registration Number
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3. Details of the Homestay (Tourist Establishment):

3.1	Complete Address of the Homestay (Tourist Establishment)	House No. Street Name Village/Town Post Office Police Station Circle Sub-Division District PIN
3.2	Telephone	Landline (if any)

		Mobile
3.3	Email ID	

4. Details of the Host (at the homestay unit):

S. No.	Name of Family Members	Age	Profession	Other Interest	Relation with the Applicant
4.1					
4.2					
4.3					
4.4					
4.5					

5. Distance of the Homestay Unit (in Km) from the following tourist touchpoints:

S. No.	Touchpoints	Name	Distance (in Km)
5.1	Airport		
5.2	Central Bus Stand		
5.3	City/ City Centre/ Town		
5.4	Police Station		
5.5	Other Landmarks (Ex: Bank, Hospital, etc.)		

6. Details of the Homestay:

- A. Area (in sq. mt.) with Title – Owned/Leased (copies of sale/lease deed to be enclosed)
- B. Number of rooms and area for each type of room in sq. ft. (single/double/suites)
- C. Number of attached baths
- D. Details of the Winter Friendly Flush Toilet (availability and operational status)
- E. Details of public areas for the following facilities in sq. ft.:
 - Lobby/Lounge
 - Dining Space
 - Parking Facilities
- F. Additional Facilities Available, if any (recommended)
 - Eco-Friendly Facilities
 - Facilities for Disabled Persons
 - Details of Fire Fighting Equipment/ Hydrants, etc. (if any)

7. Revenue Papers regarding Ownership (affidavit required in case of co-sharer of house/land)

8. Self-Certification: An affidavit confirming the following details to be produced

- Source of Income
- Employment Status of Family Member(s) residing in the same house
- Non-Conviction Status

9. Photographs of the Homestay, including interiors showing type of facilities available like the winter friendly flush toilet, bathroom, living room, bedrooms, parking, etc.

DECLARATION/UNDERTAKING

I, Sh./Smt. _____ Son/Daughter/Wife of
_____ Village
_____ Police Station _____
Post Office _____ District _____
_____ do hereby declare that:

1. The particulars given herein above are true and correct to the best of my knowledge.
2. There is no criminal case pending against me in any court of law.
3. I declare that if any particular(s)/information is found to be incorrect, the unit/unit owner will be delisted and blacklisted for any future incentive from the Department of Tourism, Administration of Union Territory of Ladakh and will be suitably penalized/cost of the non-fiscal and fiscal incentive may be recovered for not following the prescribed terms & conditions.

Date:	
Place:	
Name of the Applicant:	
Applicant's Signature:	

ANNEXURE 2
Affidavit
(On Stamp Paper of INR 20/-)

I/We _____ (Name of the entrepreneur),
Son/Daughter of Mr. _____ (Father's
name) _____ and _____ resident _____ of _____

_____ do hereby solemnly affirm and declare as under:

1. I, hereby, make an application to sign all required documents including this affidavit and I am fully aware of the facts relating to the homestay at Village _____ District _____ State/UT _____ (location of the homestay) and application is being made to the Assistant Director (Tourism), Leh/Kargil, Ladakh for availing incentive under the Ladakh Homestay Policy 2023.
2. That the Ladakh Homestay Policy 2023 issued by the Department of Tourism, Administration of Union Territory of Ladakh, under which this application is made by me has been properly read and understood by me and I affirm that the project/proposal complies with all the listed terms & conditions.
3. That the information provided in the application form is true and correct to the best of my knowledge and belief.
4. No incentive other than that indicated in the application form has been availed/is to be availed by me for this project and component thereof from the Central Government or any of its agencies.
5. I have not availed any incentive from the Department of Tourism, Administration of Union Territory of Ladakh which has not been disclosed in the application.
6. In case of concealment of any facts in this regard, the Department of Tourism, Administration of Union Territory of Ladakh will have the right to reject my application at any stage.
7. The incentive provided will only be utilized for the specified activities covered under the Ladakh Homestay Policy 2023.
8. I agree to the procedure of establishing that the incentive provided is utilized for the stated purpose under the policy, and homestay operations and tourist records to be ascertained through periodic inspections.
9. In case I am established to have mis-utilized the incentive, I agree that the unit/unit owner will be delisted and blacklisted for any future incentive from the Department of Tourism, Administration of Union Territory of Ladakh and will be suitably penalized/cost of the non-fiscal and fiscal incentive may be recovered for not following the prescribed terms & conditions.
10. In case of concealment of any facts in this regard, the Department of Tourism, Administration of Union Territory of Ladakh will have right to recover the incentive disbursed for this project, in addition to any civil and criminal action against me under the provisions of the law of the land.

DEPENDENT

DEPONENT VERIFICATION:

Verified on solemn affirmation at _____ (place) on this _____ (date) of, _____ (month), _____ (year) that the content of the above affidavit is true to the best of my knowledge and belief and nothing material has been concealed.

DEPENDENT/COMPETENT AUTHORITY

ANNEXURE 3
Proof of Listing

It is certified that homestay titled _____ owned by Mr./Ms./Mrs. _____ has _____ lettable rooms with mandatory winter friendly flush toilet and bathroom facilities, and is successfully listed under the Ladakh Homestay Policy 2023.

The certificate is issued on _____

Commissioner/Secretary Tourism
The Administration of Union Territory of Ladakh

Date:	
Place:	

ANNEXURE 4
Technical Monitoring Committee

It is certified that homestay titled _____ owned by Mr./Ms./Mrs. _____ is applying to avail non-fiscal incentive, fiscal incentive towards the construction of winter friendly flush toilet and fiscal incentive for common household furnishings under the Ladakh Homestay Policy 2023. The is to certify that the applicant has furnished complete application form, accompanied by all supporting documents, preliminary cost estimate of the construction of the winter friendly flush toilet (as per the model design) and towards common household furnishings.

This is also to certify that the applicant declares the appropriate utilization of non-fiscal and fiscal incentive disbursed for the construction of winter friendly flush toilet and common household furnishings. If otherwise, the applicant agrees to the right of the Department of Tourism, Administration of Union Territory of Ladakh to recover the incentive disbursed, ban from availing any further or future incentive and any civil and criminal action under the provisions of the law of the land.

The affidavit is issued on _____

Competent Authority
Technical Monitoring Committee
Ladakh Homestay Policy 2023

Applicant's Signature:	
Date:	
Place:	

ANNEXURE 5
Guest Feedback Form

1. Guest Name:
2. Name of the Homestay:
3. Duration of Stay:
4. Incoming City/Country:
5. How did you come to know about the homestay?
 - Government Portal:
 - Private Web Portals:
 - Travel Agent:
 - Features in Blogs/Vlogs/Social Media:
 - Walk-In:
 - Others (please describe):
6. Homestay Experience (on a scale of 1-4; Poor, Fair, Good, Excellent):
 - Welcome Experience:
 - Host Behavior:
 - Host Interaction:
 - Traditional Ladakhi Experience (Décor):
 - Safety & Security:
7. Homestay Facilities (on a scale of 1-4; Poor, Fair, Good, Excellent):
 - Room & Amenities:
 - Condition of Bed Linen & Woolens:
 - Toilet/Bathroom:
 - Overall Cleanliness & Hygiene:
 - Overall Maintenance & Upkeep:
8. Did the homestay provide an immersive experience of Ladakhi culture and heritage? (Local cuisine, cultural activities, traditional interiors, artifacts, artwork, or architecture)
 - Yes
 - No
9. Did the homestay demonstrate a commitment to sustainability and responsible practices? (Use of solar heaters, waste management, composting, recycling, backyard farm, tourist awareness, etc.)
 - Yes
 - No
10. Did the homestay offer a range of experiential activities for guests? (Wildlife excursions, Guided hiking, immersive experience of food processing or handicrafts development, storytelling, drama and dance performances, etc.)
 - Yes
 - No
11. Will you recommend this homestay to others based on your experience?
 - Yes
 - No

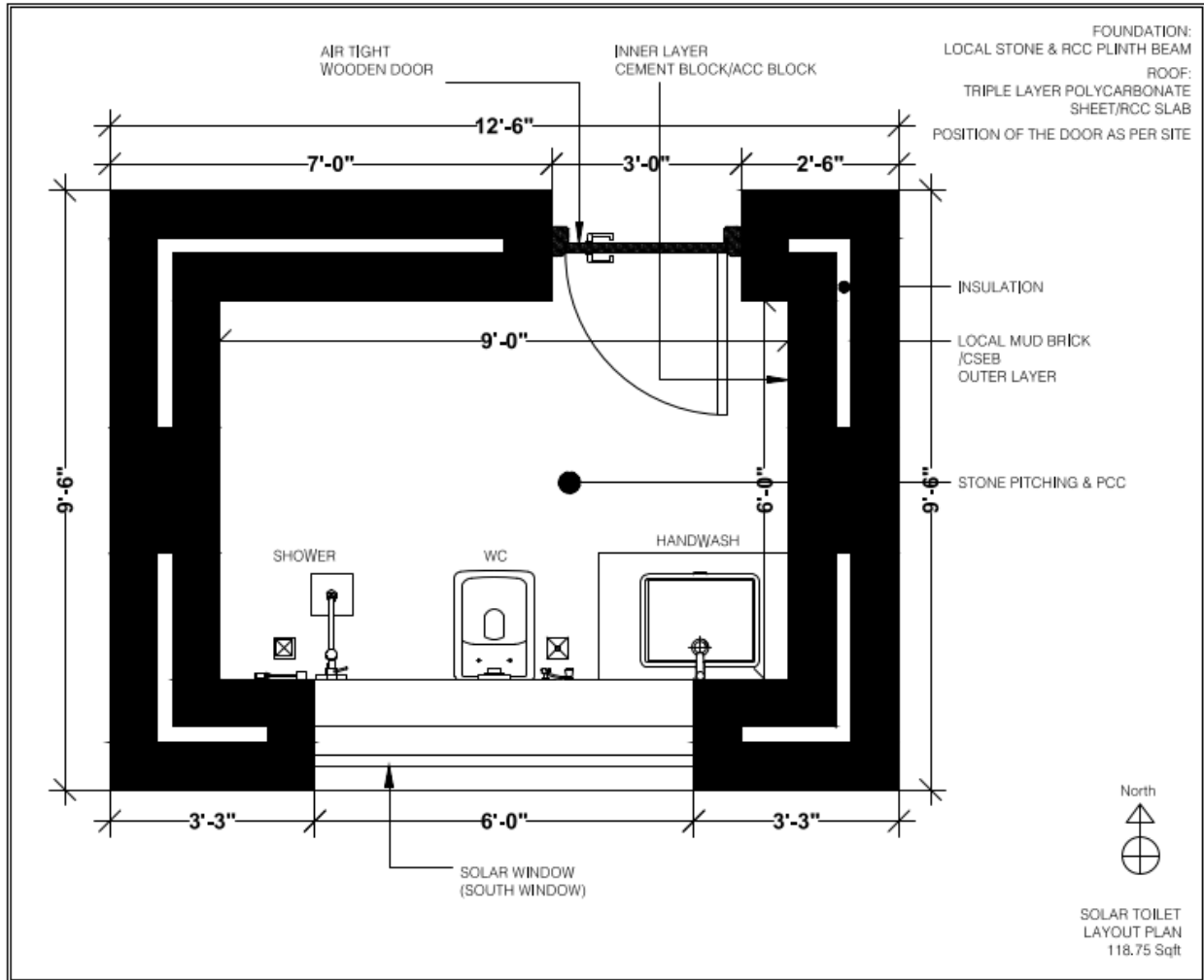
12. Highlight of the Stay:

13. Village Experience & Highlight:

14. Scope of Improvement & Suggestions:

ANNEXURE 6

Model Design – Winter Friendly Flush Toilet



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